Public Health Measures

Key Concepts in Implementation
Purpose

1. To highlight important concepts inherent in the Public Health Measures initiative.
2. To help visualize a Program Plan as a tool for mapping a course into the future.
3. To help visualize the importance of Performance Results as a measure of the value of Public Health.
Key Concepts

• Distinction between Population- and Performance-Related Outcomes and, hence, Accountability

• Linkages
  – Population Goals lead to an evidence-based review to identify effective strategies.
  – Effective strategies lead to specific roles and for the program.
  – Roles are mapped to specific program performance goals and measures.

• Performance Measurement
  – Within the organization, performance is measured by the comparison of Observed Outcomes (Results) with Target Outcomes (Benchmarks)
  – Outside the organization, the value of Public Health is measured by the relevance and strength of the relationship between Program Outcomes (Results) and Population Goals.
Public Health Measures

Overall Schematic of Plan

I. Population Measures

A. Population
B. Population Goals
   - (Population) Indicators
C. Effective Strategies
D. Role(s) of the Program
   - (Services and Activities)
E. Partners

II. Program Performance

A. Program Customers
B. Program Performance Goals
   - Performance Measures
C. Strategies to Improve Performance

*Shared Accountability* – While accountability is shared with others within DHS or in the community, the program should assume responsibility to lead or influence the effort to improve population outcomes.
A critical first concept is the distinction between goals that are at the population level and those that are at the program level. While population-level goals are the primary target of interest, accountability for them is shared with others in the community. Only, program-level goals are directly under the control of the program and are therefore the basis for within-organization performance measurement and accountability.
I. Population Measures
   A. Population
   B. Population Goals
      - (Population) Indicators
   C. Effective Strategies
   D. Role(s) of the Program
      - (Services and Activities)
   E. Partners

II. Program Performance
   A. Program Customers
   B. Program Performance Goals
      - Performance Measures

Key Concept #2
There is a logical connection between Population and Program Goals. This linkage occurs through goal-specific strategies, and specific roles linked to those strategies.
There is a logical connection between Population and Program Goals. This linkage occurs through goal-specific strategies, and specific roles linked to those strategies.
I. Population Measures
   A. Population
   B. Population Goals

II. Program Performance
   Program Performance Goals
      - Performance Measures

Concepts to Emphasize
Outcomes $\rightarrow$ Population Goals

Program
Mission and Vision

Key Concept #3
The degree to which the Observed Result achieves the Target Result is a measure of performance.
Achieved performance is significant when the Result has a clear linkage to the original Population Goals.
Public Health Measures – Key Concepts

Summary

• Successful implementation of the Public Health Measures initiative requires understanding of the relationships between Population Goals, Program Roles, Performance Goals, Benchmarks, and Results.

• Intuitively, the degree to which Benchmarks (Target Outcomes) are achieved will measure performance.

• And, the degree to which the Results show clear relevance to the Population Goals will measure the value of Public Health to the population.